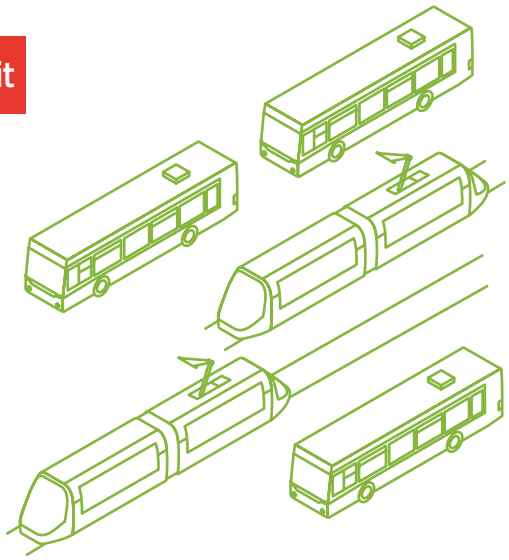
SIERRA WIRELESS

Visual Use Case

AirLink® MP70: Consolidated Broadband Communications for Transit



Meet Sam

Sam is the Technology Director for a large public transit agency that owns both bus and light rail fleets. Sam is responsible for increasing customer acquisition and revenue by deploying value-added technology services in the agency's fleets. He must work closely with other departments including procurement, operations, and risk management to ensure his team installs solutions that meet everybody's goals.

THE CHALLENGE

OFFERING PASSENGER WI-FI TO INCREASE RIDERSHIP USING COMMON VEHICLE INFRASTRUCTURE

Sam needs a solution that will increase revenue and connect applications required by other departments. Sam learns that more people would consider public transit if passenger Wi-Fi was offered as part of the service. Sam and his Procurement Director also need something that could be deployed in 1500 buses and light rail trains, and supports fare payment applications. All solutions must undergo due diligence to satisfy the agency's risk management team.

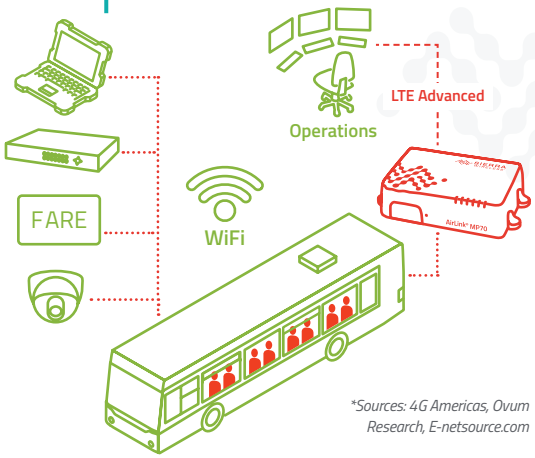
Market stat: LTE-Advanced supports up to 1.5 Gbps uplink, 3 Gbps downlink bandwidth.*

THE SOLUTION

HIGH PERFORMANCE ROUTER WITH POWERFUL "VEHICLE AREA NETWORK" SUPPORTS MULTIPLE TRANSIT APPLICATIONS

Sam talks to a distributor who proposes the AirLink MP70 vehicle router from Sierra Wireless. He sets up a trial with AirLink MP70s in 5 buses, and uses the AirLink Management Service (ALMS) to remotely manage, monitor and control the routers. Sam also learns that the MP70 router and ALMS are able to support both the fare payment project and Wi-Fi services for passengers. What's more, the MP70 can connect to the agency's route and schedule management system, AVL and video surveillance. Following a flawless evaluation, the agency deploys the AirLink MP70 vehicle routers and ALMS in all of their bus and light rail fleets. In just months, bus and light rail ridership increases overall by 5% thanks to the new Wi-Fi service.

Market stat: All major North American carriers now support LTE-A.*



Sources: 4G Americas, Ovum Research, E-netsource.com

sierrawireless.com/MP70